



# **Block Banking Insurance and Retailing**

Secretary<sup>st</sup>

September

Paper  
Code

Site

Generic  
Component

SYLLABUS SKILLED COURSE

**B** ~~ac~~ Banking Insurance Retailing <sup>st</sup> Semester

## **Suggested Resources for Reading**

1. Heinz Wehrich, Mark.V.Cannie, Harold Koontz.- Management:- Tata McGraw Hill Publication
2. Rocky W. Griffin -Management — Biztantra
3. Krizan, Merrier, Jones Business Communication - Thomson Learning - 6<sup>th</sup> Edition
4. Developing Communication Skills ,Krishmohan and Meera Banerjee ,Macmilan India Ltd.
5. Communication Skills - Sanjay Kumar &PushpLata, Oxford University Press
6. Business Communication - HorySankar Mukherjee, Oxford University Press
7. Business Communication Today,Courtland L. Bovee, John. V. Thill

Paper title

## **Suggested Resources for Reading**

1. 'Computers Today' by S.K. Basandra, Galgotia Publications.
2. 'Computer Fundamentals' by P.K.Sinha, N.D.: BPB. Publications.
3. 'Fundamentals of Computers' by V. Rajaraman, N.D.; PHI Publications.
4. 'Using the Internet' by Barbara Kasser, PHI, 4th ed., New Delhi.
5. 'Using the World Wide Web' by David A. Wall, PHI, New Delhi.

**Paper Title RETAIL MARKETING**  
**Paper Code BIR**

**Credits**

**Job Role Retail Executive**

**Objective** The objective of this course is to introduce students to the basic scope, benefits and types of retailers; and understand the steps involved in designing an appropriate retail organization structure.

### **Instructions**

1. The syllabus of this paper has been divided into FOUR units.
2. Examiner will set a total of **NINE** questions comprising Two questions from each unit, including Question No. 1 (compulsory) of short answer type covering the whole syllabus.
3. The students are required to attempt one question from each unit and the entire Compulsory Question No. 1.
4. All questions carry equal marks.

### **Unit I**

Retailing-Definition and Scope. Retailer's Role in Distribution Channels - Benefits of Retailing, Benefits to Customers, Benefits to manufacturers and wholesalers, Benefits to the economy. Evolution of Retailing-Factors behind the change of Indian retailing industry.

### **Unit II**

Theories of Institutional Change - Wheels of Retailing, Dialectic Process, Retail Accordion, Natural Selection. Classification of Retailers – Store-based retailers, Non-store Retailer. Retailing Environment - Economic environment, Legal environment, Technological environment, Competitive environment.

### **Unit III**

Designing a Retail Organization Structure - Defining Organisational objectives, Identifying Organisational tasks. Forms of Retail organization – levels of organization. Retail Organization Structures - Independent store organizational structure, Department store organizational structure, Chain store organisational structure.

### **Unit IV**

Retail store layout & design- Types of Retail Location, Classify the different Locations of retail store, Identify the factors affecting choice of store location, Identify the steps in store layout, Competencies required for store operations in retail knowledge, Identify the formalities required for store layout, Identify the elements of store design decision, Formulate the process for Retail Store Design.

### **Suggested Resources for Reading**

1. Berman B. and Evans J. R., *Retailing*, Pearson Education, New Delhi..
2. Michael Levy M. and Barton A. Weitz, *Retailing*, Tata McGraw-Hill Publishing Co. Ltd., New Delhi..
3. Lamba A. J., *Retailing*, Tata McGraw-Hill Publishing Co. Ltd., New Delhi,
4. David Gilbert, *Retailing*, Pearson Education, New Delhi.



**Board of Banking Insurance Retailing 1<sup>st</sup> Semester**

**Paper title PRINCIPLES AND PRACTICES OF BANKING & INSURANCE**  
**Paper Code BIR Credits**

**Job Role Banking and Insurance Supervisor**

**Objective** To familiarize students with the basic principles of Banking & Insurance sector and throw a light on the changing scenario of banking & Insurance principles, practices and governance and discuss the perspectives in the current banking environment.

**Instructions**

1. The syllabus of this paper has been divided into FOUR units.
2. Examiner will set a total of **NINE** questions comprising Two questions from each unit, including Question No. 1 (compulsory) of short answer type covering the whole syllabus.
3. The students are required to attempt one question from each unit and the entire Compulsory Question No. 1.
4. All questions carry equal marks.

**Unit I**

Indian Banking System: Introduction, Concept, Types of Banks and Structure of Banking System. Structure and Functions of Commercial Banks, The Reserve Bank of India: Management and Structure, Functions of RBI, Monetary Policies and Techniques of Credit Control.

**Unit II**

Introduction to Retail Banking- Retail Banking Products, Introduction to Wholesale Banking & International Banking. Rural Banking-introduction, Rural Banking System in India. Introduction to Regional Rural Banks. Functions of Rural Banks, Financial Inclusion and its current perspective. Accounts: Types of Customer Accounts, Procedure for opening an account. Loans and Advances: Different types of loans. Performance of financial



Paper title SOF SKILLS AND PERSONALITY DEVELOPMENT  
Paper Code GEN Credits

**Job Role Satisfaction**

**Objective** To expose the students to the concept of 'Human Development' (Personal and interpersonal) with emphasis on the latent resources that every human being possesses. To fulfill the need and importance of creating an awareness of these resources and to maximize the same to enable the students meet the challenges of the modern world.

**Instructions**

1. The syllabus of this paper has been divided into FOUR units.
2. Examiner will set a total of **NINE** questions comprising Two questions from each unit, including Question No. 1 (compulsory) of short answer type covering the whole syllabus.
3. The students are required to attempt one question from each unit and the entire Compulsory Question No. 1.
4. All questions carry equal marks.

**UNIT I**

Attitude, Process of attitude formation, How to build a success attitude, Spot analysis, Self management techniques, Self-image and self-esteem, Building self-confidence, Power of irresistible enthusiasm, etiquettes and manners in a group, public speaking, oral and written communication, Body language, Importance of listening and responding, tips for technical writing.

**UNIT II**

Paper Title **BUSINESS AND GENERAL LAWS**

Paper Code **GEN**

Credits

Job Role **Law Conversant**

**Objective** The main objective of this course is to acquaint the students with general principles of General & Business Law. It intends to give an exposure to the students with some of the important Business Laws.

### Instructions

1. The syllabus of this paper has been divided into FOUR units.
2. Examiner will set a total of **NINE** questions comprising Two questions from each unit, including Question No. 1 (compulsory) of short answer type covering the whole syllabus.
3. The students are required to attempt one question from each unit and the entire Compulsory Question No. 1.
4. All questions carry equal marks.

### Unit I

**Indian Contract Act** Definition & Nature of Contract & Classification, Discharge of contract, Remedies for breach of contract.

### Unit II

**Sale of Goods Act** Contract of sale of goods, Conditions & warranties; Transfer of ownership; Performance of the contract: Remedial measures; Auction sales

### Unit III

**Negotiable Instruments Act** Definition, Acceptance and Negotiation, Rights and Liabilities of parties, Dishonor of Negotiable Instrument, Hundis, Bankers and Customers.

### Unit IV

**Consumer Protection Act** Introduction, Objectives Commencement & application, definitions, Salient features, Grievance Redressal Machinery.

**Right to Information Act** 5 Salient Features of RTI Act

### Suggested Resources for Reading

- Avtar Singh : The Principles of Mercantile Law  
M.C. Kuchhal : Business Law  
N.D. Kapoor : Business Law  
Kumar, H.L., Digest of Labour Cases, Universal Law Publishing Co P Ltd, New Delhi  
5. Srivastava, S.C., Industrial Relations & Labour Laws, Vikas Publishing House (P) Ltd.

Paper Title **RETAIL STORES AND OPERATION MANAGEMENT**

Paper Code **BIR**

Credits

Job Role **Store Operator, Keeper**

Objective

**Paper Title FINANCIAL MARKETS AND SERVICES**

**Paper Code BIR**

**Credits**

**Job Role Market Analyst**

**Objective** The objective of this paper is to introduce students to the different aspects and components of financial markets and financial services in the financial system. This will enable them to take the rational decision in financial environment.

**Instructions**

1. The syllabus of this paper has been divided into FOUR units.
2. Examiner will set a total of **NINE** questions comprising Two questions from each unit, including Question No. 1 (compulsory) of short answer type covering the whole syllabus.
3. The students are required to attempt one question from each unit and the entire Compulsory Question No. 1.
4. All questions carry equal marks.

**Unit I**

Introduction to Financial Markets in India: Role and Importance of Financial Markets, Financial Markets: Money Market; Capital Market; Factors affecting Financial Markets, Linkages Between Economy and Financial Markets.

**Unit II**

Primary & secondary market. Primary Market for Corporate Securities in India: Issue of Corporate Securities: Public Issue through Prospectus, Offer for sale, Private Placement, Rights Issue, On-Line IPO, Book Building of Shares, Employees Stock Options, Preferential Issue of Shares, Venture Capital, Performance of Primary Market in India.

**Unit III**

Recent developments in the Indian Financial system; market structure and financial innovation. RBI, SEBI etc. their major functions. Role and functions of Capital markets. Role and Functions of Mutual Funds Role. Risk Management Importance of risk management in banks-types of risks.

**Unit IV**

Factoring & Forfeiting . Merchant Banking in India: Role and functions, SEBI guidelines relating to merchant



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**Paper it e**



**Paper title PSYCHOLOGY FOR MANAGERS**

**Paper Code GEN**

**Credits**

**Job Role ~~ea~~ Leader**

**Objective** The objective of this paper is to provide broad understanding about basic concepts and techniques related to the study of human behavior in work- environment so as to equip, the participants to manage behavioral aspects of business.

**Instructions**

1. The syllabus of this paper has been divided into FOUR units.
2. Examiner will set a total of **NINE** questions comprising Two questions from each unit, including Question



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## **Suggested Resources for Reading**

1. S.L. Gupta: Marketing Research, Excel Books.
2. G.C. Beri: Marketing Research, McGraw Hill.
3. Nigel Bradley: Marketing Research - Tools and Techniques, Oxford University Press.
4. Alan Bryman, Emma Bell: Business Research Methods, Oxford University Press.
5. Gilbert A Churchill, Jr. Dawn Iacobucci: Marketing Research – Methodological Foundations, Cengage Learning.
6. P. Narayana Reddy and G.V.R.K. Acharyulu: Marketing Research, Excel Books.
7. A. Parasuraman et.al.: Marketing Research, Biztantra.
8. William Zikmund, Barry J. Babin: Essentials of Marketing Research, Cengage Learning.





Paper Title **HUMAN RESOURCE MANAGEMENT**

Paper Code **BIR**

Credits

Job Role **HRM Manager**

**Objective** The objective of the paper is to familiarize the students with the different aspects of managing human resource in the organization.

**Instructions**

1. The syllabus of this paper has been divided into FOUR units.
2. Examiner will set a total of **NINE** questions comprising Two questions from each unit, including Question No. 1 (compulsory) of short answer type covering the whole syllabus.
3. The students are required to attempt one question from each unit and the entire Compulsory Question No. 1. All questions carry equal marks.



Paper title **SUPPLY CHAIN AND INVENTORY MANAGEMENT**

Paper Code **BIR**

Credits

Job Role **Store Manager**

**Objective** The objective of this course is to acquaint the students with the concepts and tools for analyzing, designing and improving the supply chain in an organisation and also to understand the changing distribution scenario.

**Instructions**

1. The syllabus of this paper has been divided into FOUR units.
2. Examiner will set a total of **NINE** questions comprising Two questions from each unit, including Question No. 1 (compulsory) of short answer type covering the whole syllabus.
3. The students are required to attempt one question from each unit and the entire Compulsory Question No. 1.

**BA Banking Insurance Retailing 5<sup>th</sup> Semester**

**Paper Title LA 5 GOVERNING BANKING AND INSURANCE**

**Paper Code BIR 5**

**Credits**

**Job Role Legal Analyst**

**Objective** To make students familiar with the laws governing banking and insurance sector.